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25 MAY 1955

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Registry
7-1632

TO: Director of Central Intelligence

SUBJECT: Institution of a One Fund Drive for Charitable Purposes within the Agency

1. PROBLEM:

Should the Agency consolidate all drives for charitable purposes into a single annual campaign?

2. FACTS BEARING ON THE PROBLEM:

a. During 1954, CIA employees were asked to contribute to eleven charities. This is an increase of 57½ per cent since 1950.

b. In August 1954, the Civil Service Commission announced plans for the consolidation of fund raising solicitations within Federal agencies, to begin in the fall of 1955 (Annex D).

c. In 1953, the eighteen largest cities sponsoring united drives exceeded their 1952 quota by an average of 39 per cent. Federal agencies report similar success (Annex E).

d. The American Red Cross, long opposed to one fund drives, recently agreed to participate in such package drives (Annex F). However, some of the other larger charities are still reluctant to participate in united campaigns (Annex E).

e. A modified one fund drive was conducted by GSC in 1952. The success of this effort is not known (Annex G).

3. DISCUSSION: (See Annex B)

4. CONCLUSIONS:

a. A package drive could reduce the amount of time currently expended in campaigns within the Agency, as well as reduce the unfavorable employee reaction created by frequent solicitation.

b. It is probable that contributions will increase rather than decrease under a plan of a single annual drive.

c. The adoption of a one fund drive in CIA would conform to expected government wide practice.

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No Change in Class. X
Class. Changed to: TS S C
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DATE: 08

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5. [redacted]:

It is recommended that a one fund drive be conducted annually in this Agency. Suggestions for the mechanics of such a drive may be found in Annex C.

SIGNED

Harrison G. Reynolds
Director of Personnel

ANNEXES:

Annexes A - C

CONCURRENCES:

STATINTL

23 July 1955
Date

[redacted]
Deputy Director (Support)

STATINTL

[redacted]

23 JUN 1955
Date

JUN 27 1955
Date

Deputy Director (Intelligence)

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SUBJECT: Institution of a One Fund Drive for Charitable Purposes within the Agency

ACTION BY APPROVING AUTHORITY:

APPROVED:

(See 1st Indorsement below)

Date

Director of Central Intelligence

STATINTL OP:ESD:HB: [redacted] pmw(24 May 1955)

Originator:

24 MAY 1955

Distribution:
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2 - HB/S w/basic & subject
2 - DCI
1 - Suspense

/s/

Chief, Employee Services Division

1st Ind.

To: Director of Personnel

29 July 1955

1. This matter was discussed at the Deputies' Meeting on Monday, 25 July 1955, at which time the Director approved of proceeding with a "One-Fund Drive" to be conducted annually.

2. Accordingly, you are requested to take the necessary action without delay.

/s/

L. K. WHITE
Deputy Director
(Support)

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